

Food & Drink Strategic Masterplan – Roadmap to 2014

Executive Summary

Introduction

Events are a crucial part of what attracts visitors to Scotland. Each year, Scotland hosts thousands of recurring events, ranging from the world's largest arts festival and huge sporting occasions, to music festivals and special interest events for enthusiasts. Increasingly success at events is judged, in part, on the food and drink offering and this is where Scotland comes in to its own.

In recent years Scotland has successfully bid to host major international events like the MOBO Awards, the International Children's Games and Mountain Bike World Championships.

In addition, we will host the 2014 Commonwealth Games, 2014 Ryder Cup and 2015 Gymnastics World Championship and matches in the 2012 Olympic Games football competition. Major events bring significant economic benefit to the host country.

Research commissioned by Scottish Enterprise and EventScotland in 2011 forecasts that visitors to events in Scotland will spend £24 million on food and drink in 2012. This figure is projected to rise over the next ten years with a peak of almost £33 million in 2014, when we host the Commonwealth Games and the Ryder Cup.

To capitalise on the opportunities provided by these major events, Team Scotland (involving Scotland Food & Drink, Scottish Government, Scottish Enterprise, Scottish Development International, VisitScotland/EventScotland and Highlands & Islands Enterprise) has been working together to develop a strategic plan for the food and drink sector.

Our vision is to create a lasting legacy from the Games and other major events to ensure that by 2015, Scotland is truly recognised as a land of food and drink; where consumers acknowledge the provenance of our produce as the norm; where our premium products are viewed as a 'natural' choice; and where our reputation for producing healthy products is enhanced.

We will use the unique set of opportunities before, during and after these major events to:

- Build the capability of Scottish food and drink companies in order to exploit market opportunities in the longer-term
- Exploit specific activities during the Games and other major events to maximise benefits for Scottish food and drink companies through increased sales, collaboration between companies and brand building
- Enhance Scotland's reputation as a Land of Food and Drink

In doing so our aspiration is that Scottish food and drink companies will be fully exploiting the longer-term opportunities created by 2014 thereby contributing to a globally competitive industry worth £12.5bn by 2017.

The strategic masterplan comprises a mix of existing activities (where partners already have budget and resource allocated) as well as new activities (where indicative budgets and resources have been estimated but where further scoping work is required). However for all areas of the plan a lead partner has been agreed, responsible for scoping and further developing that area, with supporting partners lining up to provide people and financial resource where relevant.

Strategic Engagement

Overseeing the plan is the Food & Drink Steering Group, led by Scottish Enterprise and with representation from Scotland Food & Drink, Scottish Government, Scottish Enterprise, and VisitScotland/Event Scotland. The steering group is charged, at a strategic level, with engaging with the food and drink groups for the Commonwealth Games, The Ryder Cup and Homecoming influencing decision makers to ensure that the food and drink offering is a priority at these events. Good connections to all relevant groups have been established and for example. **Building the Capability of Scottish Producers**

A key area of activity, led by Scotland Food & Drink, involves building the capability and capacity of the food and drink supply base over the next 3 years to ensure they are able to supply the events sector in Scotland and beyond. Via, Scotland Food & Drink we will create an integrated package of support (linking to existing activity such as the Food Forums, Access to Markets and the Cultivating Collaboration project) but also delivering additional online resources, industry workshops and supplier development programmes. We will continue to build our relationships with the major contract caterers in the UK to understand their requirements, supply chains and timelines with respect to any contracts they may win for 2014 work and to create commercial opportunities via Meet the Buyer events. We will review the feasibility of a Food & Drink Expo planned for 2013 to attract international buyers to Scotland in advance of 2014, and the possibility of issuing a call for proposals to develop a healthy product for 2014 Commonwealth Games that will capture the public's imagination and enhance Scotland's reputation as a Land of Food & Drink.

At the same time, we will continue to provide practical guidance to producers entering the events market. With funding recently in place from Scottish Enterprise, the Event Ready Producers project will work with a minimum of 30 producers on a one-to-one basis providing a business advice service covering areas such as a review of company readiness to supply events, sales and supply strategies, product and price propositions, financial performance, marketing, staff skills and service delivery. A new Ready for Events Guide has also been produced providing Scottish food and drink companies with details of the business opportunities events can offer, advice on how to work with events and information on where to access help and support.

Engagement with the Events and Tourism Sectors

Engagement with the events sector is vital to the delivery of our plan and building on The Year of Food & Drink through to 2014, and as part of VisitScotland's work on Food and Drink, EventScotland will continue to lead in this area, ensuring event organisers are aware of opportunities, improving supply chain linkages and providing access to practical support. EventScotland has now reviewed its funding guidelines with food and drink highlighted as an opportunity and a refreshed Taste for events Guide has recently been produced (www.eventscotland.org) Ongoing engagement with the events sector will ensure that Scotland's wider catering offer continues to reflect Scotland's premium produce.

A Catering For Events factsheet aimed at caterers already supplying the events sector in Scotland will be available from August 2012. The factsheet communicates the business case for offering premium and provenance produce at events and highlights opportunities for growth and partnership via Scotland Food and Drink.

Scottish Enterprise's Experiencing Scotland project and VisitScotland's Scottish Food Champions initiative support the wider tourism environment to deliver a quality, food and drink offering to Scotland's visitors and in doing so add to visitor experience and business turnover.

Since 2010, Experiencing Scotland has worked in depth with 50 high profile tourism companies which collectively reach 14 million visitors. Participating businesses have experienced an average 10% increase in their turnover, this represents an additional £45,000 per business in food and drink sales per year. SE has funding in place for Experiencing Scotland until November 2012 and future activity beyond that date is currently being scoped.

The Scottish Food Champions Initiative will be rolled out by VisitScotland from October 2012. The Initiative will, recognise businesses offering quality, fresh seasonal produce as well as promoting where their food comes from. The scheme is a joint venture between the Scottish Government and VisitScotland and covers hotels, B&Bs, food outlets and visitor attractions. VisitScotland will assess 2,500 businesses over the next three years, with the ambition of getting at least 1,000 signed up as Scottish Food Champions by 2015.

Marketing & Communications

To support our plan, we will develop a three year integrated marketing and communications plan, led by Scottish Enterprise, to ensure that our key messages about the premium and provenance of Scottish produce and our work to support the industry is communicated in a consistent and co-ordinated way.

